

OFFICIAL RULES OF THE KANSAS FINANCIAL SCHOLARS VIDEO CONTEST

1. DESCRIPTION OF THE CONTEST: The Kansas Financial Scholars (EverFi) Video Contest.

The Office of the Kansas Securities Commissioner (KSC) is the sole Sponsor of this contest. The contest is designed to give entrants the opportunity to submit videos of their own creation.

The theme for the 2015 Video Contest is Financial Literacy. Contestants will provide an original persuasive, TED-talk style video essay incorporating at least one of the following as a starting point, centerpiece or final point of their speech:

- **Explain why financial education is important to the future of our state and nation.**
- **Describe a problem that could be or is being solved through financial literacy.**
- **Incorporate a quote about money or finances into your speech. Explain why you agree or disagree with the author of the quote.**
- **Describe best practices or innovative ways of teaching financial literacy.**
- **Discuss barriers to becoming financially literate and how they can be overcome.**

Each video submission should clearly and factually convey the value of financial education.

By entering the Contest, Entrants agree, acknowledge and understand that all Submissions may be posted on the Kansas Securities Commissioner's website www.ksc.ks.gov, [YouTube account](#), [Facebook page](#) and other agency social media for viewing by the general public and grants the Sponsor in perpetuity a nonexclusive license to publish, display, reproduce or otherwise use the Submission for the Sponsor and its designees in its sole discretion whatsoever and without further notice or compensation. Sponsor does not guarantee the posting of any Submission and reserves the right not to post a Submission for any or no reason. If your entry is selected as the winner, you may need to provide the Sponsor with your Submission in its original format. Failure to do so may result in disqualification, and the selection of an alternate winner. The Sponsor or its designated representatives reserve the right to disqualify any Submission that does not conform to these Official Rules.

2. ELIGIBILITY: This Contest is open to Kansas high school students participating in the Kansas Financial Scholars Program (EverFi), or who have received certification in the Kansas Financial Scholars Program. Up to three (3) student participants eligible for prizes per video submission. (Since a maximum of three students will receive prizes, it may be best to limit the number of participants per video to three students; however, this is not a requirement.)

3. CONTEST PERIOD: This Contest begins at 12:01 a.m. CST on **March 10, 2015** and ends at 3:30 p.m. CST **April 21, 2015**.

4. TIME REQUIREMENTS: Submissions must be a minimum of 3 minutes and a maximum of 5 minutes. (Submissions that exceed 5 minutes may not be considered.)

5. SUBMITTING YOUR VIDEO VIA YOUTUBE: Upload your video (the "submission") to YouTube. (To upload your submission to YouTube, you must have an account with Google, then create a YouTube channel*.) Google and YouTube are not sponsors of this contest. **The classroom teacher** (not a student) must email the link along with the following information to Shannon.Stone@ksc.ks.gov:

- 1) **classroom teacher**
- 2) **school name**
- 3) **unique title of the video**
- 4) **name of (up to three) student participant(s) eligible for prizes in the video**
- 5) **number of EverFi modules completed by each participant at the time of submission.**

Entrants should retain a copy of their submission in its original format after emailing the link to the Sponsor. Entrants may be asked to submit a hard copy of their video to the agency (either by U.S. mail or email) if their entry is selected for the final round or if the link is bad.

*To sign up for a free Google account, visit [YouTube Account Creation via Google](#) and follow the online instructions for registration. Once you have a Google account, you will need to [create a YouTube channel](#) that will then allow you to upload videos to your channel. The video's format and size must follow the video guidelines for Youtube.com, available at www.youtube.com. Please be sure not to violate others' copyright or privacy rights.

IF YOUR VIDEO IS TOO LARGE OR DOES NOT FOLLOW YOUTUBE FORMATTING GUIDELINES, YOU WILL NEED TO CALL 913.652.9164 AS SOON AS POSSIBLE AND MAIL A HARDCOPY OF YOUR VIDEO TO:

KSC OFFICE
ATTN: VIDEO CONTEST
109 SW 9TH STREET, SUITE 600
TOPEKA, KANSAS 66612

6. **JUDGING:** Judges' decisions are final. Submissions should be scholarly, show critical thought and originality. Submissions must be made during the Contest Period. Videos will be judged based on the following criteria:

1. **Message clarity and relevance to the theme of Financial Literacy**--Did the speaker(s) persuade the audience to believe that financial literacy is important?
2. **Accuracy**--Did speaker(s) provide compelling evidence, valid examples and attribute sources?
3. **Delivery**--Could you hear speaker(s)? Did the speaker(s) enunciate, speak fluently and authoritatively without reading from notecards? Was the speech memorable or unique?
4. **Overall impact**-- Will the video positively represent the KSC Investor Education Program?
5. **Modules**-- Number of EverFi modules completed at the time of submission.

See link to [Official Video Contest Rubric](#) for more information.

7. **PRIZES: Individual certificates for an iPad mini will be awarded to up to 3 student participants** in the winning entry as determined by the judges in their sole discretion in accordance with these Official Rules. Should the winning entry have only one participant, judges may choose to award the student a single prize (one iPad mini). In the event that it was not made clear who the three main student participants were, three winners will be selected at random by the judges. A certificate for an iPad mini will also be awarded to the **Teacher of the winning entry**. Winners are responsible for the purchase of a data plan and/or any monthly or annual fees associated with the device.

8. **AWARD NOTIFICATION and CEREMONY:**

The winning entrants will be notified of the award no later than April 30, 2015.

The Office of the Securities Commissioner may present prizes to the winners and their teacher at a time and place convenient for all parties.